

To Whom It May Concern,

As an XM Radio subscriber, I want to urge you to not allow the NAB to bully its way into impeding progress. In a free market economy, consumers have the right to purchase what they choose. In this example, millions of XM subscribers have chosen to purchase a product. The product is digital quality, commercial free (on many channels), music, news, sports, and weather.

In Southern California where I live, I spend countless hours on local freeways driving anywhere from 200-500 miles each week. If I were to wait for local traffic information from local FM or AM broadcasters, I could waste more than 10 hours per week waiting in traffic to hear the reports. By contrast, on XM, I have a station dedicated to local traffic and I save time by listening. It's more than a convenience; it's an efficiency.

If the broadcasting industry has fallen behind the curve of technology and life, that is its own problem. Don't facilitate its shortcomings by stifling consumers who simply want a choice. Besides, consumers are paying for this service. Is it any different than pay cable television?

Don't buckle to the NAB and its bullying. If the NAB is angry, it can only be angry at itself for not staying on the ball when it comes to broadcasting technology. They dropped the ball. Don't make consumers pay for it.

Sincerely,

Jake Goehring
Yorba Linda, CA